

National Kaohsiung University of Hospitality and Tourism

“Hi Taiwan!!” 2021 Photo & Caption Contest and 2021 Video Contest

◆ **Activity Goal**

We want to give NKUHT international students and staff the opportunity to share how they see Taiwan through their eyes and camera lenses. Joining in these contests can also help participants forge deeper connection with NKUHT and allow them to share their Taiwan experiences with friends in their home countries.

◆ **Activity Theme**

My Taiwan Life

◆ **Eligibility**

1. 【Photo & Caption】

Current international students (including People’s Republic of China, Macau, and Hong Kong) and international staff in NKUHT

2. 【Video】

Current international students (include People’s Republic of China, Macau, and Hong Kong) in NKUHT

◆ **Organizer**

International Affairs Office, NKUHT

◆ **Contests**

1. 【Photo & Caption】

(1) Presentation:

3 photos with a short description of 50 to 100 words in Chinese and English.

(2) Theme:

Show the life, culture, activities, school buildings, etc. of **Taiwan or NKUHT**. Show your life in Taiwan or at NKUHT: this can focus on landmarks, or cultural events, or activities you participate in—basically anything that you think best represents some aspects of your

life in Taiwan.

(3) Entries must be produced by the contestants, and the photos should be taken during the contestants' period of study or work in NKUHT. Create your own caption, such as telling a story or sharing your personal feeling about the photos. Do not use copied, photocopied, copyrighted, digitally altered or computer-generated photos. Only moderate adjustment to brightness and color contrast saturation are allowed.

(4) Entries that are unreadable due to incomplete file format will be withdrawn from the contest without notification. Formats suggested are as follows:

A. Each picture file should be limited to 3MB-5MB

B. JPEG format and CMYK color model are both accepted

C. Resolution should be 300dpi-350dpi (or more than 6 megapixels) to aid in exporting files to the exhibition

2. 【Video】

(1) Theme: Any video showing the life, culture, activities, school buildings, etc. of **Taiwan and NKUHT**. Create your own title.

(2) Format: No more than 3 minutes in length. Captions can be added. Different style and editing are encouraged.

(3) Please do not use copied, photocopied or copyrighted videos. Also, videos should be filmed during the contestants' period of study in NKUHT.

3. Contestants can join both the Photo & Caption contest and the Video Contest, but only one entry per contest is permitted.

4. Photographs and videos that have won prizes in other contests or that have been previously published are ineligible. Contestants are responsible for the resolution of any legal issues arising from their works, and must vouch for:

-The originality of their work.

-Non-infringement of copyright issues.

5. If the contents of the photos or video violate social conventions or would reflect poorly on the reputation of the school, the organizer reserves the right to exclude your work from the selection process.

◆ **Property rights to the digital files of winning entries will belong to the organizer. The Photo & Caption Contest submissions which pass the preliminary review will be exhibited and voted on for a Popularity Award.**

◆ **Evaluation method and criteria**

1. Judge panel: one professional expert, two NKUHT staff and two international students representatives

2. Evaluation method:

(1) 【Photo & Caption content】

A. Preliminary review will select 10 works for honorable mention, and a secondary review will narrow this to select the top three as well as 1 honorable mention.

B. Evaluation criteria:

| | | |
|--------------------------|---|-----|
| Appropriateness to theme | How the picture fits with the theme and expresses the contestant's personal perspective of Taiwan | 20% |
| Composition | How all the visual elements of the photo work together to express the purpose of the image and attract the viewer | 30% |
| Caption | How the caption summarizes the photo and interests the reader | 20% |
| Creativity & Originality | How the photo shows an original and imaginative idea or way of seeing Taiwan | 30% |

C. The pre-approved photo will be put online for NKUHT staff and students to vote on for the popularity award. There will be a raffle drawing to award gifts to five of the people who voted for the popularity award.

D. The winners will be notified the day for the award presentation.

(2) 【Video】

A. Preliminary review will select 5 works for honorable mention, and a secondary review will select the top three prizes and 1 honorable mention.

B. Evaluation criteria:

| | | |
|--------------------------|---|-----|
| Content | How the video aligns with the theme and expresses the contestant's personal perspective of Taiwan | 30% |
| Production | How all the visual and audio elements of the video work together to express the purpose of the image and attract the viewer; editing; sound effect and soundtrack; etc. | 40% |
| Creativity & Originality | How the video shows an original and imaginative idea or way to see Taiwan | 30% |

C. The pre-approved video will be put online for NKUHT staff and students to vote for the popularity award. There will be a raffle drawing to award gifts to five of the

people who voted for the popularity award.

D. The winners will be notified of the day for the award presentation.

◆ Registration and submission

1. 【Photo & Caption】

(1) The Registration form *The file can be downloaded from the IAO website.

(File name: Entrant's Chinese and English Name)

(2) Photos

Please send your file via email.

(3) Please email the registration form and photos to the organizer during the registration period. Send it to: erinhung@mail.nkuht.edu.tw

(Subject: Register 2021 『Hi Taiwan!!』 Contest- photo)

(4) Registration period: October 25 (Mon) to 31 (Sun), 2021

(5) After the contestant makes a submission, the organizer will confirm the next working day.

2. 【Video】

(1) The Registration form *The file can be downloaded from IAO website.

(File name: Entrant's Chinese and English Name)

(2) Video

Please upload your video on YouTube during the registration period and fill in the link of your video on the registration form.

(3) Please email the registration form to the organizer during the registration period. Send it to: erinhung@mail.nkuht.edu.tw

(Subject: Register 2021 『Hi Taiwan!!』 Contest-Video)

(4) Registration period: October 25 (Mon) to 31 (Sun), 2021

(5) After the contestant make a submission, the organizer will confirm the next working day.

3. Each contestant can register only once in the photo contest and/or video contest. The registration form and submission cannot be changed or returned once submitted.

◆ Result Announcement

Expected December, 2021

*The result will be announced on the NKUHT website and the organizer official website. The winner will be informed by email.

◆ Prizes

1. 【Photo & Caption】

(1) International Students

- A. 1st prize (1 place) - NT\$3,000 voucher or equivalent prize and certificate award
- B. 2nd prize (1 place) - NT\$2,000 voucher or equivalent prize and certificate award
- C. 3rd prize (1 place) - NT\$1,000 voucher or equivalent prize and certificate award
- D. Honorable mention (1 place)- NT\$500 voucher or equivalent prize and certificate award/each
- E. Popularity Award (1 place) - NT\$500 voucher or equivalent prize and certificate

(2) International Staff

The Best Photographer – An exquisite gift

2. 【Video】

(1) International Students

- A. 1st prize (1 place) - NT\$4,000 voucher or equivalent prize and certificate award
- B. 2nd prize (1 place) - NT\$3,000 voucher or equivalent prize and certificate award
- C. 3rd prize (1 place) - NT\$2,000 voucher or equivalent prize and certificate award
- D. Honorable mention (1 place)- NT\$1,000 voucher or equivalent prize and certificate award/each
- E. Popularity Award (1 place) - NT\$500 voucher or equivalent prize and certificate

◆ Photo & Caption Exhibition Time and Venue

1. Time:

December 2021 (to be announced)

2. Venue:

The area between the Library and Administration Building

◆ The organizer reserves the right to adjust, defer or terminate the contest at any time.